

ORDER



Orders
Order / Rev: 192907
Alt Order #: 06834520
Product Desc: 10/23-10/29 Crossroads GPS
Estimate: 749
Flight Dates: 10/23/12 - 10/29/12
Original Date / Rev: 07/22/12 / 07/22/12
Order Type: REG

WVBT
Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Crossroads Media LLC
Buying Contact:
Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Crossroads GPS
Demographic: A35+
Product Codes: PL2
Priority: P2
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN7573/AU3290/TO1672/AL2022/SP791

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	9	\$2,500.00	\$2,125.00
10/29/12	10/29/12	3	\$1,050.00	\$892.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	9	\$2,500.00	\$2,125.00	0.00
November 2012	3	\$1,050.00	\$892.50	0.00
Totals	12	\$3,550.00	\$3,017.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
WVBT	5%	\$3,550.00
Market	100%	\$71,000.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	28%	\$19,880.00
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	42%	\$29,820.00
WTVZ	1%	\$710.00
WVEC	24%	\$17,040.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	10/23/12	10/23/12	M-F 10-11a Millionaire	CM	10-11a	-T-----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00
MILLIONAIRE/MILLIONAIRE B															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/22/12	10/28/12	-T-----			1		\$50.00		0.00				
E 2	WVBT	10/24/12	10/24/12		CM	10-11a	--W----	:30	1	\$50.00	P3	0.00	NM	1	\$50.00

